

**HUBUNGAN ANTARA DIMENSI POLA KOMUNIKASI KELUARGA  
DENGAN KECENDERUNGAN PEMBELIAN IMPULSIF  
PADA REMAJA**

*Anak Agung Ayu Ratna Paramita*

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui hubungan antara dimensi pola komunikasi keluarga dengan kecenderungan pembelian impulsif pada remaja. Penelitian ini menggunakan subjek sejumlah 245 orang remaja (138 perempuan dan 107 laki-laki). Instrumen penelitian ini menggunakan 3 skala yaitu skala kecenderungan pembelian impulsif yang terdiri dari 34 item ( $\alpha = 0,905$ ), skala orientasi kepatuhan yang terdiri dari 24 item ( $\alpha = 0,908$ ) dan skala orientasi percakapan yang terdiri dari 20 item ( $\alpha = 0,911$ ). Hasil analisis menggunakan *Pearson Product Moment* menunjukkan bahwa orientasi kepatuhan ( $\bar{x} = 68,35$ ,  $s = 8,307$ ) memiliki korelasi negatif dan signifikan ( $r = -0,240$ ,  $p = 0,000$ ) terhadap kecenderungan pembelian impulsif ( $\bar{x} = 76,40$ ,  $s = 12,253$ ). Begitu juga dengan orientasi percakapan ( $\bar{x} = 56,31$ ,  $s = 7,307$ ) memiliki korelasi negatif dan signifikan ( $r = -0,177$ ,  $p = 0,003$ ) terhadap kecenderungan pembelian impulsif. Hasil analisis tambahan, berdasarkan jenis kelamin terdapat perbedaan yang signifikan antara subjek laki-laki dan perempuan dalam kecenderungan pembelian impulsif ( $p = 0,014$ ) dan orientasi percakapan ( $p = 0,001$ ). Pada analisis tambahan berdasarkan kategori usia terdapat perbedaan yang signifikan pada orientasi kepatuhan remaja awal dan remaja akhir ( $p = 0,000$ ). Berdasarkan analisis tambahan juga, diperoleh hasil bahwa yang memiliki kecenderungan pembelian impulsif yang paling tinggi adalah subjek dengan pola komunikasi *laissez-faire* ( $n = 20$ ,  $\bar{x} = 79,75$ ).

Kata kunci : kecenderungan pembelian impulsif, orientasi kepatuhan, orientasi percakapan, remaja

**THE RELATION BETWEEN FAMILY COMMUNICATION PATTERN  
DIMENSION AND IMPULSIVE BUYING TENDENCY IN  
ADOLESCENCE**

*Anak Agung Ayu Ratna Paramita*

**ABSTRACT**

The purpose of this research was to know the relation between the Family Communication Pattern (FCP) dimension and impulsive buying tendency in adolescence. The hypothesis stated in this research was there is a correlation between each dimension of FCP and impulsive buying tendency among adolescents. The research involved 245 adolescents, consisting of 107 male, and 138 female. The age of the subjects in this research range between 12 to 21 years old. Three scales were used in this research, conformity orientation scale ( $\alpha = 0,908$ ), conversation orientation scale ( $\alpha = 0,911$ ), and impulsive buying tendency scale ( $\alpha = 0,905$ ). Results from the analysis using *Pearson Product Moment* showed that conformity orientation ( $\bar{x} = 68,35$ ,  $s = 8,307$ ) was significantly correlated ( $r = -0,240$ ,  $p = 0,000$ ) to impulsive buying tendency ( $\bar{x} = 76,40$ ,  $s = 12,253$ ). Furthermore, conversation orientation ( $\bar{x} = 56,31$ ,  $s = 7,307$ ) was also significantly correlated ( $r = -0,177$ ,  $p = 0,003$ ) to impulsive buying tendency. There was also a mean differences in impulsive buying tendency ( $p = 0,014$ ) and conversation orientation ( $p = 0,001$ ) between male and female adolescent. Early adolescents and late adolescents were different in conformity orientation with  $p = 0,000$ . Based on the type of communication pattern, the *Laissez-faire* type had the highest mean ( $\bar{x} = 79.75$ ) compared with the other three types.

Keywords: Family Communication Pattern (FCP), Impulsive Buying Tendency, Conformity Orientation, Conversation Orientation, adolescents